



**FOR IMMEDIATE RELEASE**

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**MEDIA ADVISORY**

**New Northgate Gonzalez Market Opening, Bringing Fresh Food and Jobs to South Los Angeles**

**WHAT:** A ribbon-cutting ceremony **Monday, April 14**, to mark the grand opening of a new Northgate Gonzalez market – a 42,000-square-foot full-service supermarket anchored to the Juanita Tate Marketplace outdoor retail center in South Los Angeles.

Northgate Gonzalez has partnered with the City of Los Angeles and California FreshWorks to pursue an aggressive local hiring plan and a commitment to local, diverse and at-risk hiring. Northgate Gonzalez has also partnered, for the first time, with Homeboy Industries to train its clients for jobs at the new supermarket. Founded by Father Greg Boyle, Homeboy Industries serves high-risk, formerly gang-involved men and women. Father Boyle will lead a blessing of the store at ribbon-cutting ceremony.

**WHO:** **Mark Ridley-Thomas**, Los Angeles County Supervisor, 2<sup>nd</sup> District  
**Gray Davis**, Former Governor of California  
**Curren D. Price, Jr.**, Los Angeles City Council Member, 9<sup>th</sup> District  
**Lucille Roybal Allard**, U.S. Representative, California's 40<sup>th</sup> Congressional District  
**Robert K. Ross, M.D.**, President and CEO of The California Endowment  
**Noreen McClendon**, Concerned Citizens of South Central Los Angeles & daughter of Juanita Tate  
**Father Greg Boyle**, Founder & Director, Homeboy Industries

**WHEN:** Monday, April 14, 2014, 10:00 to 11:30 am (PST)

**WHERE:** 944 E. Slauson Avenue, Los Angeles, CA 90011  
(Corner of Central and Slauson Avenues)

**For press credentials, please RSVP to Kate Azar, [kazar@griffinschein.com](mailto:kazar@griffinschein.com), 323-892-2080 OR 714-206-8995**

**MORE:** The project is more than 15 years in the making, transforming a longtime undeveloped industrial lot into South LA's newest shopping center. The new market alone represents 130 new living wage jobs with benefits for the community.

The lead investor is [California FreshWorks Fund](#), which awarded the Northgate Gonzalez a \$50,000 grant and \$5.5 million loan. The Fund is a public-private partnership loan fund created to bring innovative forms of healthy food retail and distribution to communities that do not have them. FreshWorks is a key effort of The California Endowment's Health Happens Here campaign, which seeks to promote healthy neighborhoods through increased access to fresh foods and economic development.

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